

Amendments to the claims (this listing replaces all prior versions):

1. (currently amended) A machine-based ~~method comprising~~ method comprising:
in connection with a process in which a user generates a ~~predictive~~ set of ~~variables~~
predictor attributes based on historical data about a customer relationship system being modeled,
enabling the user to automatically generate transformations of ~~variables~~ the predictor attributes
of the data, and automatically rank the performance of the predictor ~~variables~~ attributes, and
using the results of the ranking of the performance of the predictor attributes in
connection with marketing communications to be made to customers who are subject to the
customer relationship system being modeled.
2. (currently amended) A machine-based ~~method comprising~~ method comprising:
in connection with a project in which a user generates a predictive model based on
historical data about a ~~commercial~~ customer relationship system being modeled, automatically
identifying distinguishing characteristics of segments of customers in the customer relationship
system, and
using the distinguishing characteristics of segments of customers in connection with
marketing communications to be made to customers who are subject to the customer relationship
system being modeled.
3. (currently amended) The method of claim 2 in which the identifying process includes
ranking of ~~the~~ a set of predictor ~~variables~~ attributes with respect to their predictive power for a
population of the customers with respect to at least one target ~~variable~~ attribute.
4. (currently amended) The method of claim 3 also including providing to the user a
graphical display of the potency of ~~variables~~ the predictor attributes ~~with respect to~~ in
distinguishing the segments of customers.
5. (currently amended) The method of claim 2 also including enabling the user to determine
~~variables~~ attributes associated with the data that are tied to ~~behaviors~~ propensities of the
customers, including enabling the user to prepare the historical data, transform ~~variables~~

attributes associated with the data, and determine ~~the fit~~ optimal attributes for ~~of a the model to the data~~ marketing communications.

6. (currently amended) A machine-based ~~method comprising~~ method comprising:
in connection with a project in which a user generates a series of predictive models based on historical data about a ~~commercial~~ customer relationship system being modeled, automatically identifying distinguishing characteristics of segments of customers in the customer relationship system, and

using the distinguishing characteristics of segments of customers in connection with marketing communications to be made to customers who are subject to the customer relationship system being modeled.

7. (currently amended) The method of claim 6 in which the identifying includes ranking ~~the population of a set of predictor variables~~ attributes with respect to at least one target ~~variable~~ attribute.

8. (currently amended) The method of claim 6 in which the user is provided a graphical display of ~~the potency of variables with respect to~~ the predictor attributes in distinguishing the segments of customers.

9. (currently amended) The method of claim 6 in which the user is enabled to determine ~~variables~~ attributes associated with the data that are tied to ~~behaviors~~ propensities of the customers, including enabling the user to prepare the historical data, ~~transforming variables~~ transform attributes associated with the data, and ~~determining~~ determine optimal attributes for the marketing communications ~~the fit of the model to the data~~.